

Audit Bureau of Circulations

AUDIT REPORT: Magazine

NATIONAL ENQUIRER

Lantana, Florida

PRINTED AND RELEASED BY ABC AUGUST, 1994

CLASS, INDUSTRY OR FIELD SERVED: General.

1. AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 1993:

Total Average Paid Circulation:

3,295,689

Advertising Rate Base:

to 01/01/93

3,750,000

since 01/01/93

3,500,000

% Above/Below Rate Base (+/--)

-9.1

Total Average Non-Analyzed Non-Paid Circulation:

5,595

Subscriptions: Individual

352,093

10.7

Single Copy Sales:

2,943,596

89.3

% of Total

100.0

1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

None of record

2	PAID	CIRCUL	ATION	BY	ISSUES:
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Subscriptions Single Copy Sales Total Paid Issue Subscriptions Single Copy Sales	1992					1993				
14 358,560 3,298,241 3,650,801 12 349,949 2,667,694 3, 21 357,921 2,877,309 3,235,230 19 348,043 2,692,801 3, 28 355,713 2,724,681 3,080,394 26 346,322 2,974,411 3, 31 353,984 3,343,554 3,697,538 9 347,466 2,771,939 3, 18 353,683 3,093,413 3,447,096 16 348,068 2,820,304 3, 25 353,531 3,443,790 3,797,321 23 348,295 2,869,293 3, 3, 352,311 3,343,790 3,797,321 23 348,295 2,869,293 3, 3, 352,321 3,705,645 9 347,992 2,592,110 2, 15 353,618 2,884,747 3,238,365 16 348,475 2,870,111 3, 22 354,553 3,231,516 3,568,069 30 348,568 2,526,917 2, 29 354,553 3,231,516 3,586,069 30 348,568 2,526,917 2, 29 354,553 3,231,516 3,586,069 30 348,568 2,526,917 2, 20 355,078 2,941,960 3,297,038 20 352,301 3,028,581 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, 20 355,7316 2,841,605 3,198,921 May 4 352,780 3,021,722 3, 24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3,202,733 24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3,268,567 2,933,618 3,290,493 18 349,670 2,721,317 3, 24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3,268,587 2,950,516 3,308,268 June 1 346,570 2,723,561 3, 357,047 2,801,375 3,158,422 15 343,380 2,888,289 3, 22 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3,			Subscriptions	Single Copy Sales	Total Paid	issue		Subscriptions	Single Copy Sales	Total Paid
14 358,560 3,298,241 3,656,801 12 349,949 2,667,694 3, 21 357,921 2,877,309 3,235,230 19 348,043 2,692,801 3, 28 355,713 2,724,681 3,080,394 26 346,322 2,974,411 3, 349,449 2,925,309 3, 261,903 3,617,012 Feb. 2 347,649 2,925,309 3, 261,903 18 353,984 3,343,554 3,697,538 9 347,466 2,771,939 3, 25 363,531 3,443,790 3,797,321 23 348,295 2,869,293 3, 25 363,531 3,443,790 3,797,321 23 348,295 2,869,293 3, 25 363,531 3,443,790 3,797,321 23 348,295 2,869,293 3, 26 3, 27	July	7	359,017	2,926,430	3,285,447	Jan.	5	350,147	2,966,360	3,316,507
Aug. 4 355,713 2,724,681 3,080,394 26 346,322 2,974,411 3, Aug. 4 355,109 3,261,903 3,617,012 Feb. 2 347,649 2,925,309 3, 11 353,984 3,343,554 3,697,538 9 347,466 2,771,939 3, 18 353,683 3,093,413 3,447,096 16 348,068 2,820,304 3, 25 353,551 3,443,790 3,797,321 23 348,295 2,869,293 3, Sept. 1 352,618 3,242,509 3,595,127 Mar. 2 348,418 2,721,135 3, 8 353,324 3,352,321 3,705,645 9 347,992 2,592,110 2, 15 353,618 2,884,747 3,238,365 16 348,475 2,870,111 3, 22 354,520 3,208,198 3,562,718 23 349,160 2,617,526 2, 29 354,553 3,231,516 3,586,069 30 348,568 2,526,917 2, Dct. 6 354,587 2,967,702 3,322,289 Apr. 6 350,510 3,077,629 3, 13 355,172 2,940,830 3,296,002 13 351,433 2,709,946 3, 20 355,078 2,941,960 3,297,038 20 352,301 3,028,581 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, Nov. 3 357,316 2,841,605 3,198,921 May 4 352,784 2,945,507 3, 17 356,875 2,933,618 3,290,493 18 349,670 2,721,317 3, 24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3, 16 357,752 2,950,516 3,308,268 June 1 346,570 2,723,561 3, 16 357,047 2,801,375 3,158,422 15 343,386 3,152,121 3,5	-	14	358,560	3,298,241	3,656,801		12	349,949	2,667,694	3,017,643
Aug. 4 355,109 3,261,903 3,617,012 Feb. 2 347,649 2,925,309 3,34,109 11 353,984 3,343,554 3,697,538 9 347,466 2,771,939 3,343,554 18 353,683 3,093,413 3,447,096 16 348,068 2,820,304 3,282,030 25 353,531 3,443,790 3,797,321 23 348,295 2,869,293 3,595,127 8 353,324 3,352,321 3,705,645 9 348,418 2,721,135 3,443,790 3,705,645 9 347,992 2,592,110 2,2354,520 3,281,983 3,562,718 9 347,992 2,592,110 2,2354,520 3,208,198 3,562,718 23 349,160 2,617,526 2,299 354,553 3,231,516 3,586,069 30 348,568 2,526,917 2,20 355,172 2,940,830 3,296,002 13 351,433 2,709,946 3,3 10 356,301 2,992,052 3,268,353 27 352,346 2,951,802 3,021,722 3,23,436 3,290,493 18 349,670		21	357,921	2,877,309	3,235,230		19	348,043	2,692,801	3,040,844
11 353,984 3,343,554 3,697,538 9 347,466 2,771,939 3, 18 353,683 3,093,413 3,447,096 16 348,068 2,820,304 3, 25 353,531 3,443,790 3,797,321 23 348,295 2,869,293 3, 269,291 1 352,618 3,242,509 3,595,127 Mar. 2 348,418 2,721,135 3, 27 353,618 2,864,747 3,238,365 16 348,475 2,870,111 3, 22 354,520 3,208,198 3,562,718 23 349,160 2,617,526 2, 29 354,553 3,231,516 3,586,069 30 348,568 2,526,917 2, 29 354,557 2,967,702 3,322,289 Apr. 6 350,510 3,077,629 3, 20 355,078 2,941,960 3,297,038 20 352,301 3,028,581 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, 294,507 10 356,764 2,822,600 3,179,364 11 352,734 2,945,507 3, 17 356,875 2,933,618 3,290,493 18 349,670 2,721,317 3, 24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3, 15 357,047 2,801,375 3,158,422 15 343,380 2,888,289 3, 152,121 3, 22 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3, 351,421 3, 351,421 3, 351,421 3, 351,421 3, 351,432 2,927,300 3, 30,888,289 3, 3152,121 3, 351,438 2,888,289 3, 3152,121 3, 351,438 2,888,289 3, 3152,121 3, 351,438 2,888,289 3, 3152,121 3, 351,438 2,888,289 3, 3152,121 3, 351,438 2,888,289 3, 3152,121 3, 351,438 2,888,289 3, 3152,121 3, 351,438 2,888,289 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121 3, 351,438 3, 3152,121		28	355,713	2,724,681	3,080,394		26	346,322	2,974,411	3,320,733
11 353,984 3,343,554 3,697,538 9 347,466 2,771,939 3, 18 353,683 3,093,413 3,447,096 16 348,068 2,820,304 3, 25 353,531 3,443,790 3,797,321 23 348,295 2,869,293 3, 269,291 1 352,618 3,242,509 3,595,127 Mar. 2 348,418 2,721,135 3, 8 353,324 3,352,321 3,705,645 9 347,992 2,592,110 2, 15 353,618 2,864,747 3,238,365 16 348,475 2,870,111 3, 22 354,520 3,208,198 3,562,718 23 349,160 2,617,526 2, 29 354,553 3,231,516 3,596,069 30 348,568 2,526,917 2, 29 354,553 3,231,516 3,596,069 30 348,568 2,526,917 2, 20 3,322,289 Apr. 6 350,510 3,077,629 3, 20 355,078 2,941,960 3,297,038 20 352,301 3,028,581 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, 27 356,875 2,933,618 3,290,493 18 349,670 2,721,317 3, 24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3, 27 356,875 2,933,618 3,290,493 18 349,670 2,721,317 3, 24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3, 27 357,047 2,801,375 3,158,422 15 343,380 2,888,289 3, 155,121 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3,555	Aug.	4	355,109	3,261,903	3,617,012	Feb.	2	347,649	2,925,309	3,272,958
Sept. 25 353,531 3,443,790 3,797,321 23 348,295 2,869,293 3,35,231 Sept. 1 352,618 3,242,509 3,595,127 Mar. 2 348,418 2,721,135 3,35,2321 3,705,645 9 347,992 2,592,110 2,21,592,110 3,21,516 3,236,669 30 348,568 2,526,917 2,21,592,591,592,592,592,592,592,592,592,592,592,592	·	11	353,984	3,343,554	3,697,538		9	347,466	2,771,939	3,119,405
Sept. 1 352,618 3,242,509 3,595,127 Mar. 2 348,418 2,721,135 3,38 8 353,324 3,352,321 3,705,645 9 347,992 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,110 2,592,111 3,593,120 2,592,111 3,593,120 2,592,111 3,593,120 3,593,120 2,592,110 3,593,120 3,593,		18	353,683	3,093,413	3,447,096		16	348,068	2,820,304	3,168,372
8 353,324 3,352,321 3,705,645 9 347,992 2,592,110 2, 15 353,618 2,884,747 3,238,365 16 348,475 2,870,111 3, 22 354,520 3,208,198 3,562,718 23 349,160 2,617,526 2, 29 354,553 3,231,516 3,586,069 30 348,568 2,526,917 2, 29 354,587 2,967,702 3,322,289 Apr. 6 350,510 3,077,629 3, 13 355,172 2,940,830 3,297,038 20 355,078 2,941,960 3,297,038 20 355,078 2,941,960 3,297,038 20 352,301 3,028,581 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, 2841,605 3,198,921 May 4 352,780 3,021,722 3, 10 356,764 2,822,600 3,179,364 11 352,734 2,945,507 3, 17 356,875 2,933,618 3,290,493 18 349,670 2,721,317 3, 24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3, 15 357,047 2,801,375 3,158,422 15 343,380 2,888,289 3, 22 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3,		25	353,531	3,443,790	3,797,321		23	348,295	2,869,293	3,217,588
8 353,324 3,352,321 3,705,645 9 347,992 2,592,110 2,15 353,618 2,884,747 3,238,365 16 348,475 2,870,111 3,22 354,520 3,208,198 3,562,718 23 349,160 2,617,526 2,29 354,553 3,231,516 3,596,069 30 348,568 2,526,917 2,20 3,13 355,172 2,940,830 3,296,002 13 351,433 2,709,946 3,20 355,078 2,941,960 3,297,038 20 352,301 3,028,581 3,27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3,256,603 27 356,764 2,822,600 3,179,364 11 352,734 2,945,507 3,17 356,875 2,933,618 3,290,493 18 349,670 2,721,317 3,24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3,15 357,047 2,801,375 3,158,422 15 343,380 2,888,289 3,22 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3,258,259 3,256,250 3,105,662 22 343,386 3,152,121 3,258,250 3,152,12	Sept.	1	352,618	3,242,509	3,595,127	Mar.		348,418	2,721,135	3,069,553
22 354,520 3,208,198 3,562,718 23 349,160 2,617,526 2,22 29 354,553 3,231,516 3,596,069 30 348,568 2,526,917 2,22 Dct. 6 354,587 2,967,702 3,322,289 Apr. 6 350,510 3,077,629 3,31 13 355,172 2,940,830 3,296,002 13 351,433 2,709,946 3,270,947 3,270,948 2,951,802 3,270,948 2,951,802 3,270,948 3,270,948 2,951,802 3,021,722 3,270,948 3,270,949 3,270,949 3,270,949 4 352,780 3,021,722 3,270,949 3,270,949 11 352,734 2,945,507 3,270,949 3,270,949 18 349,670 2,721,317 3,270,949<		8	353,324	3,352,321	3,705,645		9	347,992	2,592,110	2,940,102
Dct. 29 354,553 3,231,516 3,586,069 30 348,568 2,526,917 2 Dct. 6 354,587 2,967,702 3,322,289 Apr. 6 350,510 3,077,629 3,13 13 355,172 2,940,830 3,296,002 13 351,433 2,709,946 3,270,947 3,270,949 3,270,949 3,270,949 3,270,949 3,270,949 3,270,949 3,270,949 11 352,734 2,945,507 3,270,947 3,286,623 25 347,562 2,851,700 3,272,1317 3,270,947 3,286,833 3,286,833 18 344,726 2,927,300 3,272,13561 3,286,833 8 344,726 2,927,300 3,286,832 3,286,832		15	353,618	2,884,747	3,238,365		16	348,475	2,870,111	3,218,586
Oct. 6 354,587 2,967,702 3,322,289 Apr. 6 350,510 3,077,629 3,13 13 355,172 2,940,830 3,296,002 13 351,433 2,709,946 3,13 20 355,078 2,941,960 3,297,038 20 352,301 3,028,581 3,1028,581 <td></td> <td>22</td> <td>354,520</td> <td>3,208,198</td> <td>3,562,718</td> <td></td> <td>23</td> <td>349,160</td> <td>2,617,526</td> <td>2,966,686</td>		22	354,520	3,208,198	3,562,718		23	349,160	2,617,526	2,966,686
13 355,172 2,940,830 3,296,002 13 351,433 2,709,946 3, 20 355,078 2,941,960 3,297,038 20 352,301 3,028,581 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, 3021,722 3, 3021,732		29	354,553	3,231,516	3,586,069		30	348,568	2,526,917	2,875,485
20 355,078 2,941,960 3,297,038 20 352,301 3,028,581 3, 27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3, 357,316 2,841,605 3,198,921 May 4 352,780 3,021,722 3, 10 356,764 2,822,600 3,179,364 11 352,734 2,945,507 3, 17 356,875 2,933,618 3,290,493 18 349,670 2,721,317 3, 24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3, 25,251,251,251,251,251,251,251,251,251,2	Oct.	6	354,587	2,967,702	3,322,289	Apr.	6	350,510	3,077,629	3,428,139
27 356,301 2,902,052 3,258,353 27 352,346 2,951,802 3,021,722 3,198,921 May 4 352,780 3,021,722 3,021,723 3,021,723 2,945,507 3,021,723 <td< td=""><td></td><td>13</td><td>355,172</td><td>2,940,830</td><td>3,296,002</td><td></td><td>13</td><td>351,433</td><td>2,709,946</td><td>3,061,379</td></td<>		13	355,172	2,940,830	3,296,002		13	351,433	2,709,946	3,061,379
Nov. 3 357,316 2,841,605 3,198,921 May 4 352,780 3,021,722 3,021,722 3,198,921 May 4 352,780 3,021,722 3,021,722 3,021,722 3,021,722 3,021,722 3,021,722 3,021,722 3,021,722 3,021,723 <td></td> <td>20</td> <td>355,078</td> <td>2,941,960</td> <td>3,297,038</td> <td></td> <td>20</td> <td>352,301</td> <td>3,028,581</td> <td>3,380,882</td>		20	355,078	2,941,960	3,297,038		20	352,301	3,028,581	3,380,882
10 356,764 2,822,600 3,179,364 11 352,734 2,945,507 3, 17 356,875 2,933,618 3,290,493 18 349,670 2,721,317 3, 24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3, 25 357,752 2,950,516 3,308,268 June 1 346,570 2,723,561 3, 25 357,047 2,801,375 3,158,422 15 343,380 2,888,289 3, 22 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3,		27	356,301	2,902,052	3,258,353		27	352,346	2,951,802	3,304,148
17 356,875 2,933,618 3,290,493 18 349,670 2,721,317 3, 24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3, 25 357,752 2,950,516 3,308,268 June 1 346,570 2,723,561 3, 25 357,047 2,801,375 3,158,422 15 343,380 2,888,289 3, 22 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3, 357,047 2,801,375 3,110,562 22 343,386 3,152,121 3, 357,047 2,801,375 3,110,562	Nov.	3	357,316	2,841,605	3,198,921	May	4	352,780	3,021,722	3,374,502
24 358,124 2,898,499 3,256,623 25 347,562 2,851,700 3,008,268 Dec. 1 357,752 2,950,516 3,308,268 June 1 346,570 2,723,561 3,008,268 8 358,120 2,902,713 3,260,833 8 344,726 2,927,300 3,008,268 15 357,047 2,801,375 3,158,422 15 343,380 2,888,289 3,260,833 22 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3,260,833		10	356,764	2,822,600	3,179,364		11	352,734	2,945,507	3,298,241
Dec. 1 357,752 2,950,516 3,308,268 June 1 346,570 2,723,561 3,838,120 8 358,120 2,902,713 3,260,833 8 344,726 2,927,300 3,153,7047 15 357,047 2,801,375 3,158,422 15 343,380 2,888,289 3,288,289 22 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3,336,233		17	356,875	2,933,618	3,290,493		18	349,670	2,721,317	3,070,987
8 358,120 2,902,713 3,260,833 8 344,726 2,927,300 3,158,422 15 357,047 2,801,375 3,158,422 15 343,380 2,888,289 3,260,833 22 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3,152,12		24	358,124	2,898,499	3,256,623		25	347,562	2,851,700	3,199,262
15 357,047 2,801,375 3,158,422 15 343,380 2,888,289 3 22 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3	Dec.	1	357,752	2,950,516	3,308,268	June	1	346,570	2,723,561	3,070,131
22 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3		8	358,120	2,902,713	3,260,833		8	344,726	2,927,300	3,272,026
22 355,760 2,754,802 3,110,562 22 343,386 3,152,121 3,		15		2,801,375	3,158,422		15	343,380	2,888,289	3,231,669
				2,754,802	3,110,562		22	343,386	3,152,121	3,495,507
			354,969	2,733,512	3,088,481		29	342,891	3,771,226	4,114,117

AVERAGE PAID CIRCULATION E	Y QUARTERS for th	ne previous three y	ears and period co	overed by this repo	ort:	
Calendar Quarter Ended	1989	1990	1991	1992	1993	-
March 31 June 30 September 30 December 31	4,180,971 3,978,287	4,052,388 3,980,913 3,970,460 3,619,828	3,662,386 3,735,082 3,864,989 3,560,951	3,503,520 3,380,257 3,500,366 3,232,742	3,118,805 3,330,845	

AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 30,374 copies per issue deduction.

A Supplemental Data Report consisting of an analysis of circulation by counties for the January 5,1993 issue was released February 21, 1994 for this publication. Data in that report have been verified as part of this audit.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

July, 1994

Audit Bureau of Circulations

(National Enquirer, Lantana, FL, Page #2 - 04-0745-0 - #162253 - 142 - 349)